

Coming Soon to WIC: New Foods, Healthier Choices

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AFTER 35 YEARS, WIC IS CHANGING ITS FOOD PACKAGE TO REINFORCE KEY NUTRITION MESSAGES:

- » Eat more fruits and vegetables
- » Increase whole grains and fiber
- » Lower saturated fat and cholesterol intake
- » Drink less juice and sugar-sweetened beverages
- » Babies are meant to be breastfed

WIC IS MAKING THESE CHANGES TO:

- » Align with the Dietary Guidelines for Americans and the American Academy of Pediatrics recommendations
- » Meet the Healthy People 2010 goals
- » Strengthen breastfeeding promotion and support
- » Add foods that appeal to diverse populations



INFANTS

All infants will receive infant cereals, fruits, and vegetables starting at 6 months to meet their changing nutritional needs.

Fully breastfed infants will also receive additional fruits and vegetables at 6 months, plus infant meats.

For the first 6 months, formula amounts will stay about the same as before. At 6 months, formula amounts will be decreased to make room for solid foods for most infants.

Infants with certain medical conditions will continue to receive special packages to meet their needs.



WOMEN AND CHILDREN

New fresh, frozen, and canned fruits and vegetables

New whole grains (breads, tortillas, or brown rice)

More whole grain options for cereal

New canned bean option

Less cheese, eggs, and milk

1% low fat or fat free milk for adults and children, starting at age two (whole milk still available for one-year-olds)

Less juice

More food variety to support different cultural preferences

PREGNANT AND BREASTFEEDING WOMEN

More breastfeeding support to promote initiation and continuation of breastfeeding

Additional protein and dairy options to keep women and their babies healthy

Additional canned fish (for fully breastfeeding women only)



QUESTIONS ABOUT THE NEW WIC FOOD PACKAGE?
CALL 1-800-942-7434